

Global Brand Licensing Services Market Growth (Status and Outlook) 2022-2028

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Abstracts

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The global market for Brand Licensing Services is estimated to increase from US\$ million in 2021 to reach US\$ million by 2028, exhibiting a CAGR of % during 2022-2028. Keeping in mind the uncertainties of COVID-19 and Russia-Ukraine War, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

The APAC Brand Licensing Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The United States Brand Licensing Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The Europe Brand Licensing Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

The China Brand Licensing Services market is expected at value of US\$ million in 2022 and grow at approximately % CAGR during 2022 and 2028.

Global key Brand Licensing Services players cover The Walt Disney Company, Meredith Corporation, PVH Corp., Iconix Brand Group and Authentic Brands Group, etc. In terms of revenue, the global largest two companies occupy a share nearly % in 2021.

Report Coverage

This latest report provides a deep insight into the global Brand Licensing Services market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, value chain analysis, etc.

This report aims to provide a comprehensive picture of the global Brand Licensing Services market, with both quantitative and qualitative data, to help readers understand how the Brand Licensing Services market scenario changed across the globe during the pandemic and Russia-Ukraine War.

The base year considered for analyses is 2021, while the market estimates and forecasts are given from 2022 to 2028. The market estimates are provided in terms of revenue in USD millions.

Market Segmentation:

The study segments the Brand Licensing Services market and forecasts the market size by Type (Exclusive License and Non-exclusive License,), by Application (Garment Industry, Jewelry Industry, IT and Others), and region (APAC, Americas, Europe, and Middle East & Africa).

Segmentation by type

Exclusive License

Non-exclusive License

Segmentation by application

Garment Industry

Jewelry Industry

IT

Others

Segmentation by region

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

Major companies covered

The Walt Disney Company

Meredith Corporation

PVH Corp.

Iconix Brand Group

Authentic Brands Group

Universal Brand Development

Nickelodeon (ViacomCBS)

Major League Baseball

Learfield IMG College

Sanrio

Sequential Brands Group

Hasbro

General Motors

National Basketball Association

Electrolux

National Football League

WarnerMedia

The Pok?mon Company International

Procter & Gamble

Ferrari

Ralph Lauren

Mattel

Ford Motor Company

BBC Worldwide

The Hershey Company

Stanley Black & Decker

PGA Tour

National Hockey League

Chapter Introduction

Chapter 1: Scope of Brand Licensing Services, Research Methodology, etc.

Chapter 2: Executive Summary, global Brand Licensing Services market size and CAGR, Brand Licensing Services market size by region, by type, by application, historical data from 2017 to 2022, and forecast to 2028.

Chapter 3: Brand Licensing Services revenue, global market share, and industry ranking by company, 2017-2022

Chapter 4: Global Brand Licensing Services revenue by region and by country. Country specific data and market value analysis for the U.S., Canada, Europe, China, Japan, South Korea, Southeast Asia, India, Latin America and Middle East & Africa.

Chapter 5, 6, 7, 8: Americas, APAC, Europe, Middle East & Africa, revenue segment by country, by type, and application.

Chapter 9: Analysis of the current market trends, market forecast, opportunities and economic trends that are affecting the future marketplace

Chapter 10: Manufacturing cost structure analysis

Chapter 11: Sales channel, distributors, and customers

Chapter 12: Global Brand Licensing Services market size forecast by region, by country, by type, and application

Chapter 13: Comprehensive company profiles of the leading players, including The Walt Disney Company, Meredith Corporation, PVH Corp., Iconix Brand Group, Authentic Brands Group, Universal Brand Development, Nickelodeon (ViacomCBS), Major League Baseball and Learfield IMG College, etc.

Chapter 14: Research Findings and Conclusion

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